

Message Text

UNCLASSIFIED

PAGE 01 STOCKH 00674 141248Z

ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----141449Z 033190 /50

R 141153Z FEB 77
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 9791

UNCLAS STOCKHOLM 0674

E.O. 11652: N/A

TAGS: BEXP, BTRA, SW

SUBJECT: FOREIGN BUYER PROGRAM: EVALUATION OF US VISIT OF MS.

VENDELA LAMM, MR. CLAES DU RIETZ, AND MS. MALOU ORNER
REPRESENTING THE SWEDISH MARKETING FEDERATION

REF: 76 STOCKHOLM 5983, 76 USDOC 19304, 76 USDOC 20312

1. MS. LAMM, MR. DU RIETZ AND MS. ORNER HAVE REPORTED
THAT THEY WERE VERY PLEASED WITH THE ASSISTANCE AND
INFORMATION THEY RECEIVED IN CONNECTION WITH THEIR US
VISIT.

2. FOLLOWING COMPANIES WERE VISITED IN NEW YORK:
THE WOLFF ORGANIZATION, MANVILLE INTERNATIONAL, AND THE DIRECT
MAIL MARKETING;

IN WASHINGTON: EXPEDITE AND WASHINGTON RESEARCHER;

IN CHICAGO: J. WALTER THOMPSON CO;

IN SAN FRANCISCO: WALTER LANDOR ASSOCIATION.

3. BASED ON INFORMATION RECEIVED DURING HER US
BUSINESS TRIP VENDELA LAMM HAS ALREADY WRITTEN A
3-PAGE ARTICLE ABOUT "CONSUMER EDUCATION" IN THE
UNCLASSIFIED

UNCLASSIFIED

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US. THE ARTICLE WAS PUBLISHED IN THE JANUARY/FEBRUARY
ISSUE OF DEN SVENSKA MARKNADEN A TRADE MAGAZINE
PUBLISHED BY THE SWEDISH MARKETING FEDERATION. A
COPY OF THE ARTICLE WILL BE FORWARDED BY POUCH.

SMITH

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NNN

Message Attributes

Automatic Decaptoning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STOCKH00674
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
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Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770051-1195
Format: TEL
From: STOCKHOLM
Handling Restrictions: n/a
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Litigation History:
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Office: ACTION EUR
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Page Count: 2
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Previous Handling Restrictions: n/a
Reference: 76 STOCKHOLM 5983
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
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Subject: FOREIGN BUYER PROGRAM: EVALUATION OF US VISIT OF MS. VENDELA LAMM, MR. CLAES DU RIETZ, AND MS. MALOU ORNER REPRESENTING THE SWEDISH MARKETING FEDERA TION
TAGS: BEXP, BTRA, SW
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